

A faint, light blue outline of a world map is centered in the background of the page, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

# MEMBER SERVICES BOOKLET

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# INTRODUCTION

## ABOUT THE INTERNATIONAL TRADE COUNCIL

The International Trade Council is a peak-body, not-for-profit, chamber of commerce, working to progress the common interests of government, industry bodies, businesses, entrepreneurs, and investors under one "roof".

The Council's direct reach includes more than 79 government trade and investment agencies, 418 chambers of commerce, and approximately 29000 member businesses. The Council regularly corresponds with approximately 13000 investors and 2.4 million other c-level contacts across 176 countries.

Together with our network of constituent chambers of commerce, industry associations and business collectives, the Council's reach exceeds 40 million organizations worldwide.

The Council's global headquarters are complemented by a network of elected regional chairpersons resident across the globe. These chairpersons act as a focal point for complex in-country issues.

The International Trade Council also employs work-from-home individuals currently located in Bangladesh, Georgia, India, Philippines & Russia. These employees are typically Council alumni who have opted to maintain their working relationship after moving back to their home countries.

Working together, members of the International Trade Council are united by a common purpose; to enhance their collective capabilities and organizational strengths, and to bring influential companies and leaders together to solve issues related to international trade.



## OUR PEOPLE ON THE GROUND

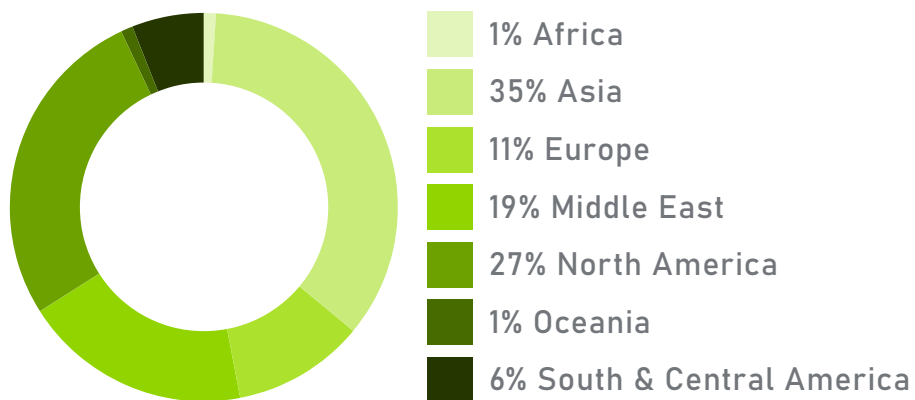
# DEMOGRAPHICS

Members of the International Trade Council include government trade and investment agencies, chambers of commerce, professional associations, manufacturers, exporters, importers, trade finance businesses, SaaS companies, investors, startups and related organizations from across the globe.

Members are typically represented by c-level executives who work together to explore new ways to do business, overcome technical barriers to trade and look for new corporate investment strategies and expansion opportunities.

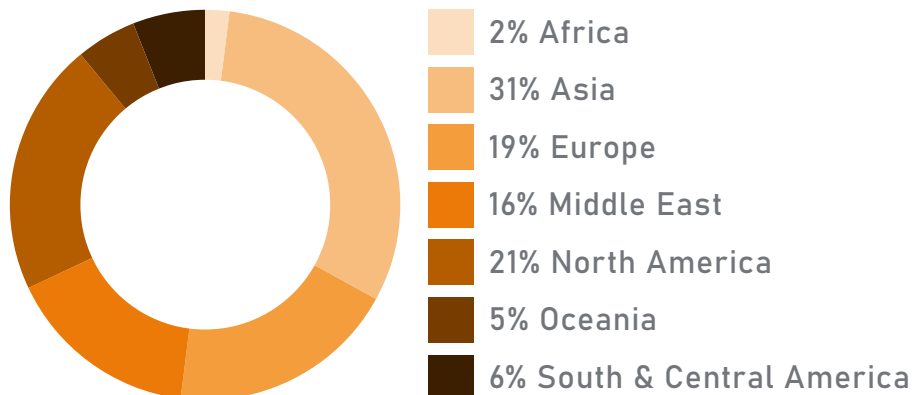
## Membership

~ 29,000 organizations

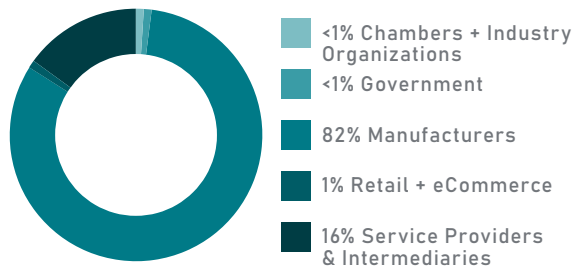


## Members + Regular Contacts

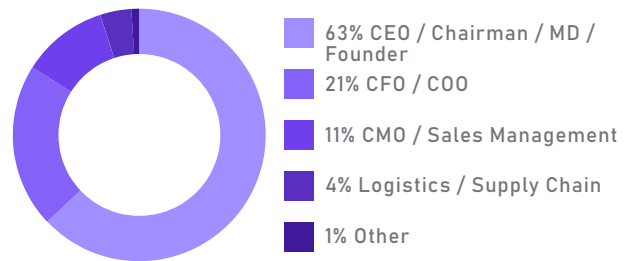
~ 2.4 million contacts



## Member Industries

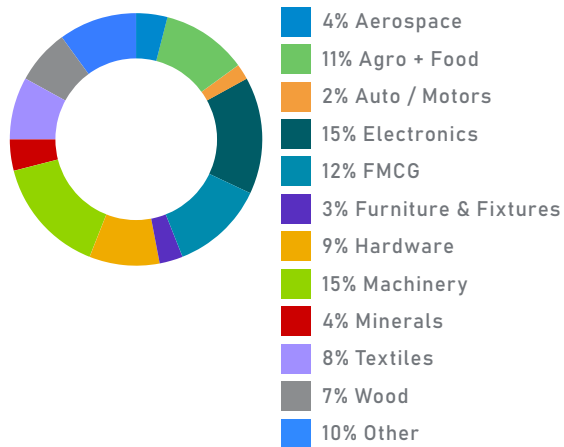


## Member Job Titles



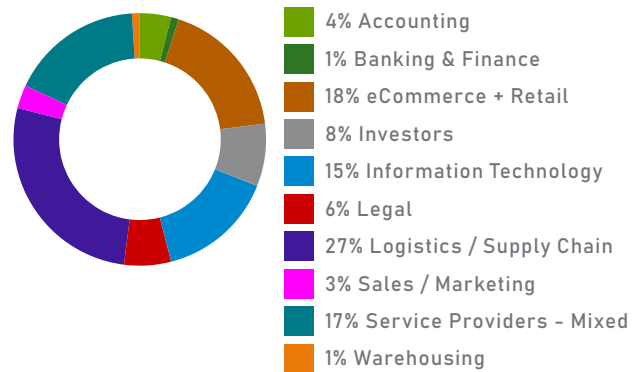
## Manufacturers

Member organizations



## Service Providers

Member organizations



# MEMBERSHIP DESIGNATIONS

Membership designation in the International Trade Council is based on the number of employees within the participants organization.

## Business Membership Levels

- Small corporate - emerging economy (19 employees or less)
- Small corporate - developed economy (19 employees or more)
- Large corporate - emerging economy (20 employees or more)
- Large corporate - developed economy (20 employees or more)

## Association (Chambers / Industry associations etc) Membership Levels

- Small chamber - emerging economy (19 employees or less)
- Small chamber - developed economy (19 employees or more)
- Large chamber - emerging economy (20 employees or more)
- Large chamber - developed economy (20 employees or more)

## Government Membership Levels

- 79 employees or less
- 80 employees or more

## Usage of Data Provided to Members

Data, reports, and other offerings provided by the Council to its members must not be sold or otherwise distributed to any third-party by that member. Exceptions may apply for Associations and Government members.

# BENEFITS BY MEMBERSHIP LEVEL

	CORPORATIONS		GOVERNMENT	
	Benefits Per Year		Benefits Per Year	
	< 19 employees	> 19 employees	< 80 employees	> 80 employees
Dedicated Trade Commissioner	Yes	Yes	Yes	Yes
Business Support Line	Yes	Yes	Yes	Yes
Listing in the International Trade Directory	1	5	250	Unlimited
Quality in Business Certification	1	5	250	Unlimited
Basic Contact List Building	1000 contacts	5000 contacts	20000 contacts	100000 contacts
Advanced / Detailed Contact List Building	100 contacts	300 contacts	2000 contacts	10000 contacts
Deal Promotion	3	12	24	120
Event Promotion	3	12	24	120
Social Media Promotion	3	12	24	120
Business Introductions	100	500	2000	10000
Run a Survey	1	4	12	60
Present a Webinar	1	4	12	60
Appointment Setting	Discounted	Discounted	Discounted	Discounted
Dispute Resolution	20% off	30% off	40% off	40% off
Legal Opinions / Document Review	2	10	12	60
Access to Mentoring Services	Yes	Yes	Yes	Yes
Discounts on Networking Events	Yes	Yes	Yes	Yes
Access to Free Educational Webinars	Yes	Yes	Yes	Yes
Bill of Lading Product / HS Code Searches	5	25	100	500
Bill of Lading Data Exports (excel)	1000	5000	20000	100000
Importer Detailed Analysis Reports	2	10	100	500
Market Summary Reports	1	3	25	125

# OUR TRADE COMMISSIONER SERVICE

Trade Commissioners from the International Trade Council are knowledgeable individuals available to advise and assist organizations on all aspects of foreign market entry and exit.

Trade Commissioners can advise on customer acquisition, product & service adaptation, regulations and assess commercial and political risk. They can also conduct foreign market research and establish contacts with foreign government investment agencies and other necessary resources, such as advertising companies, product service facilities, and local attorneys.

Trade Commissioners consultants can locate and qualify foreign joint venture partners, as well as conduct feasibility studies for the sale of manufacturing rights, the location and construction of manufacturing facilities, and the establishment of foreign branches. After sales agreements are completed, International Trade Council Trade Commissioners can also ensure that implementation is smooth and that any problems that arise are dealt with effectively.

International Trade Council Trade Commissioners usually specialize by subject matter and by global area or country. They can advise on which agents or distributors are likely to be successful, what kinds of promotion are needed, who the competitors are, and how to conduct business with them. They are also knowledgeable about foreign government regulations, contract laws, and taxation.

Talk confidentially to a trade specialist to learn more about selling your products globally, expanding into new foreign markets ... and accessing local, state and federal resources to help you market your products overseas.

Advisory services are typically provided free of charge to our members (although we do reserve the right to restrict calls to the scheme by any member whose usage, we judge to be disproportionate).

Detailed market research may incur a charge.







# **MARKET INTELLIGENCE SERVICES**

# TRADE LEADS

## Basic Contact List Building

International Trade Council researchers can provide refined, manually researched prospect data that cannot be found in ready-made lists. Using our custom-built in-house technology, we correlate data across a range of public and private databases, so you get an up-to-date list of prospective targets.

Every lead we deliver is manually sourced and scored by a research team member. We find the optimal number of ideal leads for your organization and ensure that each one is ripe for engagement.

#	A	B	C	D	E	F	G	H	I	J	K	L
	Email	Name	Surname	Position	Company	Website	Industry	Company Size	Location	LinkedIn	Confidence	
1	atzkhairul.anam@A.T.M.Khuail	Anam	Atzkhairul	Infection control	NHS Trust	http://nhs.net	Hospital & Health C	5001-10,000 employees	Walsall, United Kingdom	http://www.linkedin.com	87	
2	aaron.cauchi@mat	Aaron	Cauchi	Practice Nurse in Inf	Hospital Mater Dei	http://materdei.com	Hospital & Health C	1001-5000 employees	Malta	http://www.linkedin.com	87	
3	acosta.sherry@va	Acosta	Sherry	Infection Control Pr	U.S. Department of	http://va.gov	Government Admini	10,001+ employees	Fort Smith, Arkansas	http://www.linkedin.com	87	
4	addy.bel@hhs.org	Adley	Bel	Infection Control Pr	Lehigh Valley Health	http://lvhhs.org	Hospital & Health C	10,001+ employees	Allentown, Pennsylvania	http://www.linkedin.com	87	
5	adeyeye@montefiore	Adeyeye	Montefiore	Infection Control	Montefiore Health	http://montefiore.org	Hospital & Health C	10,001+ employees	Greater New York City	http://www.linkedin.com	87	
6	adrian.jogan@hcc	Adrian	Jogan	Infection Control Le	South East Coast Ad	http://becambnhs.uk	Hospital & Health C	1001-5000 employees	Tonbridge, United Kingdom	http://www.linkedin.com	87	
7	adrian.pueg@univ	Adrian	Pueg	Experienced medical	Universidad Aut	http://univ.edu.do	Higher Education	201-500 employees	Dominican Republic	http://www.linkedin.com	32	
8	adrian@northshore	Adrian	Northshore	Infection control pr	Northshore Univer	http://northshore.org	Hospital & Health C	5001-10,000 employees	Greater Chicago Area	http://www.linkedin.com	87	
9	adrian@univ	Adrian	Univ	Infection Control M	The New Jewish Ho	http://jewishhome.org	Hospital & Health C	1001-5000 employees	Dunsmuir, New Jersey	http://www.linkedin.com	87	
10	ahmad@phcc	Ahmad	Phcc	Infection control co	Primary Health Care	http://phcc.org	Hospital & Health C	1001-5000 employees	Qatar	http://www.linkedin.com	10	
11	ahmad@phcc	Ahmad	Phcc	Infection control co	Primary Health Care	http://phcc.org	Hospital & Health C	1001-5000 employees	Qatar	http://www.linkedin.com	10	
12	abrahima@nhs.uk	Abrahima	Nhs	Infection Control Pr	Ministry of National	http://nhs.uk	Hospital & Health C	10,001+ employees	United States	http://www.linkedin.com	87	
13	aida.adem@hhs	Aida	Adem	Infection Control	Dr. Sulaiman Al-Hadi	http://drsulaiman.com	Hospital & Health C	10,001+ employees	Saudi Arabia	http://www.linkedin.com	87	
14	airan.casas@pro	Airan	Casas	Infection Control N	ProCare Hospital	http://procare.com	Hospital & Health C	1001-5000 employees	Saudi Arabia	http://www.linkedin.com	87	
15	ajiang@ottawahosp	Ajak	M. Ajang	Infection Control Pr	The Ottawa Hospital	http://ottawahospital.com	Hospital & Health C	10,001+ employees	Ottawa, Ontario, Canada	http://www.linkedin.com	87	
16	akuh@aku.edu	Aku	Rozina	Infection control	nus Aga Khan University	http://aku.edu	Higher Education	10,001+ employees	Pakistan	http://www.linkedin.com	87	
17	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
18	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
19	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
20	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
21	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
22	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
23	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
24	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
25	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
26	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
27	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
28	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
29	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
30	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
31	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
32	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	
33	alexander.nyberg@getinge	Alexander	Nyberg	Sales Manager	East Getinge Infection C	http://getinge.com	Medical Devices	1001-5000 employees	Halmstad, Sweden	http://www.linkedin.com	99	

Fields available for searching:

- First Name
- Surname
- Position / Job Title
- Company
- Website
- Industry
- Company Size (Employees)
- Location
- LinkedIn Address
- Confidence Level
- Email Address

## REQUEST PROCESS:



Email request to your assigned trade commissioner with job title(s), location(s), industry, number of employees (range), HQ country.



Your trade commissioner will undertake the manual search for you and compile the list.



The list will be emailed back to you within 3 to 7 working days.

## Detailed Contact List Building

A list of relevant contacts is the first step in the sales process, but compiling one can be a challenge, particularly if your business is engaged in niche activities which require a custom list for maximum effect. (i.e. contacts required in a niche sub-sector of a specified industry).

The International Trade Council has experienced business development staff who are able to provide you with a wide range of list building services, offering high-quality, relevant lists no matter what type of business you're involved in and what you want to achieve.

Unlike our basic contact lists building service, detailed contact lists are a human-verified for email addresses and head office phone numbers and contain more information fields, allowing you get you the right audience faster.

NY-CEOs-2020-10-06.xlsx										myoffice353												
File	Home	Insert	Page Layout	Formulas	Data	Review	View	Help	Search	Share	Comments											
United States of America																						
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
1	First Name	Last Name	Email	Status	Discovery Date	Contact	Position	Location	Country	Country Code	Postal Code	Summary	Company	Industry	Employees	Website	Headquarter	HQ Country	HQ Postal	Description	Company Name	Company Code
2	Tommy	Parker	tommy.parker@rop.com	Verified	2020.03.04		Managing Director	United States	US			Tommy M ROP	ROP	Management	3601	rop.com	171091 Axel	United States	US	92614	ROP is a gl	
3	Zver	Big	zver.big@zvelo.com	Verified	2020.03.04		Executive	Phoenix, AZ	US			Zver Big	ZVELO	Information	85	zvelo.com	7034 E Cal	United States	US	85255-125	ZVELO is a	VEC
4	Yolanda	Perez	yperez@anenel.com	Verified	2020.03.04		Managing Director	Dallas, Texas	US		75201	An enel	anenel	Community Development	57	scadavene	1941 W M	United States	US	75247	Next Level	Next Level
5	Wei-Wu	Wu	wwu@origene.com	Verified	2020.03.04		CEO	Rockville, MD	US			Origene	Origene	Biotech	98	origene.com	9820 Med	United States	US	20850	Origene	Origene
6	Zil	Band	zil@zeel.com	Verified	2020.03.04		Co-Founder	Washington, DC	US		20009	i believe in	Zeel	Computer	75	zeel.com	1201 19th	United States	US		We under	Success is
7	Yuan	Xu	yuan.xu@legendbiotech.com	Verified	2020.03.04		CEO	Greater New York	US			Legend Biotech	Legend Biotech	Biotech	120	legendbiotech.com	120 Knigh	United States	US	08854	From the	
8	Zoe	Wood	zoe.wood@zeel.com	Verified	2020.03.04		Managing Director	Oakland, CA	US			Zeel	Zeel	Information	401486	zeel.com	accurent	Grand Cay	Ireland	IE	accurent	
9	Yosh	Finhart	yosh.finhart@nimbil.com	Verified	2020.03.04		CEO & Co-Founder	Denver, CO	US		80204	CEO / Co-Founder	NIMBIL	Information	76	benimshi	c1401 Jun	United States	US	80204	NIMBIL is a	NYPO - You
10	Zander	Weyer	zander.weyer@holmes.com	Verified	2020.03.04		Principal	San Francisco	US			Holmes	Holmes	Engineering	64	holmes.com	215 Mont	United States	US	94104	Holmes	
11	Walter	Rabe	walter.rabe@schnebel.com	Verified	2020.03.04		President	Allen, TX	US			Mr. Rabe	Schnabel	Engineering	329	schnebel.com	4800 Jee	United States	US	73059	Schnabel	
12	Zeeham	Ela	zeeham@eliteaero.com	Verified	2020.03.04		Founder	United States	US			Elite Aero	Elite Aero	Aerospace	58	eliteaero.com	1641-1645	United States	US	02614	Elite Aero	Elite Aero
13	Yous	Kutner	yous.kutner@oro.com	Verified	2020.03.04		Co-Founder	Greater Los Angeles	US		90046	Oro Inc.	Oro Inc.	Information	86	oro.com	8072 Mel	United States	US	90046	Oro Inc.	Oro Inc.
14	Xavier	Salgado	xavier.salgado@accurent.com	Verified	2020.03.04		Managing Director	Saint Paul, MN	US			I am a	Accurent	Information	401554	accurent.com	Grand Cay	Ireland	IE	accurent		
15	Zach	Crane	zach.crane@stonebridge.com	Verified	2020.03.04		Managing Director	Denver, CO	US			Stonebridge	Stonebridge	Information	170	stonebridge.com	2200 E	United States	US	74135	Stonebridge	
16	Yous	Kutner	yous.kutner@oro.com	Verified	2020.03.04		Co-Founder	Los Angeles	US			Oro Inc.	Oro Inc.	Information	94	oro.com	8072 Mel	United States	US	90046	Founded in	MageCore
17	Wendy	Morgan	wendy.morgan@viasat.com	Verified	2020.03.04		Executive	Carlsbad, CA	US			Viasat Inc.	Viasat Inc.	Telecom	5053	viasat.com	6155 El	Canada	CA	92011	Viasat is a	
18	Ojas	W.	ojas.w@accurent.com	Verified	2020.03.04		Managing Director	Houston, TX	US			Business	Accurent	Information	401462	accurent.com	Grand Cay	Ireland	IE	accurent		
19	Wendy	Colebank	wendy.colebank@path.com	Verified	2020.03.04		Managing Director	Greater Seattle	US		98121	Global	PATH	Medical	2065	path.com	2201 West	United States	US	98121	PATH is a	
20	Yaniv	Levin	yaniv@panoply.com	Verified	2020.03.04		CEO & Co-Founder	San Francisco	US			I've been	Panoply	Information	57	panoply.com	188 King	United States	US	94107	Panoply is a	
21	Ojas	W.	ojas.w@accurent.com	Verified	2020.03.04		Managing Director	Houston, TX	US		77002	Business	Accurent	Information	384568	accurent.com	Grand Cay	Ireland	IE	accurent		
22	Zachary	Noel	zachary.noel@verizon.com	Verified	2020.03.04		Managing Director	Greater New York	US		14046	Dedicated	Verizon	Information	140451	verizon.com	One Veriz	United States	US	07920-10	For more	
23	Zach	Pooner	zach.pooner@apicore.com	Verified	2020.03.04		Executive	Baltimore, MD	US			3x entrepreneur	Apicore	Information	75	apicore.com	875 N St	United States	US	21001	Apicore is	Innovate
24	Yous	Kutner	yous.kutner@oro.com	Verified	2020.03.04		Co-Founder	Greater Los Angeles	US			Oro Inc.	Oro Inc.	Information	103	oro.com	8072 Mel	United States	US	90046	Oro Inc.	Oro Inc.
25	Wallace	Kou	wallace.kou@siliconmobi.com	Verified	2020.03.04		President	Milpitas, CA	US		95035	Silicon	Mobi	Semiconductors	357	siliconmobi.com	Silicon Mob	Taiwan	TW	50265	Silicon	
26	Wen-Fang	Liu	wenfang.liu@deloitte.com	Verified	2020.03.04		Transfer	United States	US			Specialist	Deloitte	Management	290960	deloitte.com	20 Rock	United States	US	10113	Deloitte	
27	Yash	Pandit	yash.pandit@collabrat.com	Verified	2020.03.04		CEO and Co-Founder	Greater Los Angeles	US		21202	Specialist	Collabrat	Information	146	collabrat.com	8405 Green	United States	US	21202	Collabrat	
28	Zack	Parker	zack.parker@myfirstbu.com	Verified	2020.03.04		CEO & Co-Founder	Los Angeles	US			My first	bu	Computer	56	myfirstbu.com	102 S Ol	United States	US	90015	LUK is a	
29	Winston	Damarillo	winston.damarillo@amihan.com	Verified	2020.03.04		Founder	Greater Los Angeles	US			Enterprise	Amihan	Information	110	amihan.com	Metro Maj	Philippines	PH	0730	We are	PLDT
30	Will	Kelly	will.kelly@devbridge.com	Verified	2020.03.04		Managing Director	Chicago, IL	US			Full	Seasid	Information	405	devbridge.com	343 West	United States	US	60654	Devbridge	Go First
31	Vikas	Batra	vikas@chirpn.com	Verified	2020.03.04		CEO & Co-Founder	San Francisco	US		94404	Vikas is a	Chirpn	Information	51	chirpn.com	410 29 S	Australia	AU	2153	Chirpn	Minute
32	William	Greenway	william.greenway@lodox.com	Verified	2020.03.04		CEO	Greater Los Angeles	US			Lodox	Syst	Medical	52	lodox.com	7 Dartford	South Africa	ZA	2090	Lodox	Syst
33	WARRIN	ANDERSON	warrin.anderson@theorder.com	Verified	2020.03.04		CEO/President	Cleveland	US		44102	The Order	Logistics	75	anderson.com	S100	United States	US	44481	The Order		

Typical fields available:

- First Name
- Last Name
- Email Address
- Position/Role/Title
- Company Name
- Phone Number (switchboard)
- Location
- Country
- Country Code
- Postal Code
- Summary
- Industry
- Employees
- Website
- Headquarters (y/n)
- HQ Country
- HQ Country Code
- HQ Postal Code
- Business Description
- LinkedIn URL
- Discovery Date
- Source
- Status
- Notes

**REQUEST PROCESS:**

Email request to your assigned trade commissioner with job title(s), location(s), industry, number of employees (range)

Your trade commissioner will undertake the manual search for you and compile the list.

The list will be emailed back to you within 3 to 7 working days.





















# IMPORT & EXPORT DATA

Information on more than 1 billion global shipments designed to help you find new customers, suppliers, investors & trends













The International Trade Council's Bill of Lading database provides organizations with the opportunity to understand:

- Market prices
- Demand
- Buyers
- Suppliers
- Other Trends

## Live + Historical Bill of Lading Data

	Argentina		Ethiopia		Panama		Ukraine
	Brazil		India		Paraguay		United Kingdom
	Chile		Kazakhstan		Peru		United States*
	Colombia		Mexico		Philippines		Uzbekistan
	Ecuador		Pakistan		Russia		Vietnam

## Historical Bill of Lading Data\*\*

	Bolivia		Guatemala		Nicaragua		Taiwan
	Costa Rica		Honduras		South Korea*		Uruguay
	El Salvador		Indonesia		Sri Lanka		Venezuela

### REQUEST PROCESS:

➤ Email request to your assigned trade commissioner with HS Code(s) or product description/keyword and origin country and/or destination country. Other search criteria may also be available.

➤ Your trade commissioner will undertake the manual search for you and compile the list.

➤ The list will be emailed back to you within 3 to 7 working days.

\* Import data only / does not contain data of exports from that country

\*\* Historical bill of lading data is not regularly updated and is at least 12 months old

## Benefits of Using Our Bill of Lading Data for Manufacturers & Exporters

- Find customers for almost any type of product based on HS Code and/or product description
- Pin-point high-rate customers based on actual purchasing history
- Find top markets for the products your company exports
- Monitor your contractual agreements with customers
- Analyze your competitors' import and export transactions
- See competitors' suppliers
- Understand competitors' pricing
- Detect product diversions to gray markets, parallel imports, other illicit movements of trade goods
- Spot shifts in product trade flows that could impact pricing
- Compare prices paid between buyers

## Benefits of Using Our Bill of Lading Data for Shipping Companies

- Target customers based on historic movement of cargos
- Target customers based on port(s) of origin and/or destination
- Analyze trade lanes and peak season high-rated lighting's by countries main ports.
- Focus on customers with specific cargo types
- Uncover opportunities to provide freight and warehousing services
- View details about each party to the trade (including the consignee, shipper and transportation provider)
- Analyze your competitors freight movements
- Evaluate best practices for cargo seasoning and trading lines

## Benefits of Using Our Bill of Lading Data for Government Trade Agencies & Chambers of Commerce

- Find top markets for your country's products
- Uncover hidden opportunities for exporting to new markets
- Find who else buyers are purchasing from - at what price and in what quantities
- Spot shifts in international trade flows
- Analyze data to ensure the relevancy of in-country promotion activities
- Detect product diversions to gray markets, parallel imports, other illicit movements of trade goods
- Provide a value-added service to your clients/members

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Notes:  
Data export limits apply and are based on membership level.  
Data export requests must be sent to your assigned trade commissioner.  
Please allow 2 working days to process data requests.

# IMPORTER ANALYSIS & CONTACT REPORTS

The International Trade Council can provide custom-researched market intelligence reports which contain detailed information on demand and movement on any specified product across 30 countries.

Reports contain:

- Buyers located in target country
  - with known contact details
- Buyers ranked by number of transactions, dollar values and weight
- Average unit prices the buyers are paying for specified item
- Companies currently selling to the top 5 buyers
- Seller port of origin statistics
- Purchase port of destination statistics
- Top 100 buyer contacts
- Top 5 buyers detailed purchase history (including bills of lading)
- General statistical information about general demand of the target product
- Raw bill of lading data
- Reports use latest available customs (import/export) statistics and real bill of lading data which is then analyzed by the Council's team of trade specialists.

Leads / contacts are then researched using the Council's own internal databases in combination with publicly accessible databases.



## REQUEST PROCESS:

Email request to your assigned trade commissioner with HS Code(s) or product description/keyword and destination country. Other search criteria may also be available.

Your trade commissioner will undertake the manual search for you and compile the list.

The list will be emailed back to you within 3 to 7 working days.



# MARKET SUMMARY & REGULATORY REPORTS

The International Trade Council's custom-researched market summary reports contain snap-shot information about specific market sectors in a designated country. Each report is generated ad-hoc based on the specific needs of the requesting organization.

These reports are generally used by organizations looking to gain a basic understanding of the market before considering entry.

## Reports contain:

- Market definition
- Market overview
- Market by sectors / type
- Major manufacturers and/or suppliers
- Major distributors (where applicable)
- Industry associations
- Upcoming trade shows & events

## Reports may also contain the following information (upon request):

- Directly applicable laws
- Regulatory requirements (if any)
- Generally accepted standards (if any)
- Regulatory bodies (if any)
- Licensing bodies (if any)



## REQUEST PROCESS:



Email request to your assigned trade commissioner with product or service and country



Your trade commissioner will start the manual research for the project.



The customized report will be emailed back to you within 7 to 14 days.

# MARKET SURVEYS & POLLS

So, you have a great idea for a product – something that’s bound to capture the hearts and minds (and wallets) of consumers everywhere. Or perhaps you have stumbled on a service that isn’t being offered by anyone else – one that is desperately needed. This is your opportunity! Don’t hesitate . . . don’t look back . . . jump right into it and . . .

Wait! Before you shift into high gear, you must determine whether there really is a market for your product or service. Not only that, you need to ascertain what-if any-fine-tuning is needed. Quite simply, you must conduct market research.

Many business owners neglect this crucial step in product development for the sole reason that they don’t want to hear any negative feedback. They are convinced their product or service is perfect just the way it is, and they don’t want to risk tampering with it. Other entrepreneurs bypass market research because they fear it will be too expensive. With all the other startup costs you’re facing, it’s not easy to justify spending money on research that will only prove what you knew all along: Your product (or service) is a winner.

Regardless of the reason, failing to do market research can amount to a death sentence for your product or service offering.

The International Trade Council can help your organization by running a survey relevant to your specific audience (industry, job-titles, geographic location, company size etc.).

The benefits of running a survey via the Council are as follows:

- Understand the market
- Minimize investment risk
- Identify potential threats and opportunities
- Uncover strengths and weaknesses
- Facilitates strategic planning
- Spot emerging trends
- Helps you stay ahead of the competition
- Validates revenue projections
- Helps to evaluate against benchmarks



Important note: Survey participation will largely depend on what the ITC can offer targets to encourage them to participate. This would either be a prize draw (offered by you) and/or a copy of the results (as compiled by you and/or the ITC).



# BUSINESS INTRODUCTIONS

The International Trade Council can help you meet your next client, alliance partner, supplier or investor through our customized business introduction service.

Council staff can help you minimize business risks by connecting you to trustworthy and knowledgeable people in appropriate organizations and industries anywhere in the world.

Simply tell your assigned trade commissioner the type of people and organizations that you are looking to meet, and they will:

- Generate a qualified lead/contact list
- Validate the list as accurate
- Send email introductions to each contact
- Schedule up to three follow-up emails (in case of no-response)

## Uses

- Introduce your organization
- Set business appointments or conference calls
- Generate market interest / feedback

## The Process

- Tell us the types of organizations you wish to meet (e.g. job titles, industry and location(s)).
- Council staff will undertake some research and will revert with a list of potential contacts. (Usually within seven days.)
- You will approve the list of contacts or amend it as needed.
- The Council will send a brief email introducing your organization and requesting a telephone call and/or appointment time on your behalf. Attached to this email will also be a copy (or link to) your Corporate Profile or other relevant material.
- Appointments will be scheduled directly in your online calendar (if you have one), or directed to your email for you to directly to confirm a suitable time and/or date.

Trade commissioners will generally limit the number of business introductions undertaken each time to ensure that you provide an adequate follow-up to each and every contact. The total number of business introductions depends on your membership plan.





# **MARKETING & PROMOTIONAL SERVICES**

# DEAL PROMOTION

The International Trade Council Discount Program is an easy and cost-effective way for your business to reach customers in your local area, throughout the country and internationally.

In exchange for offering International Trade Council members a discount or special offer on a product or service, we will promote your business and offer(s) to all members at no cost to you. The program is designed to benefit your business while offering value added benefits to Council members.

## Examples of typical discounts:

- 2 hours free initial consulting for all new ITC members
- Receive a 10 percent discount off any product or service
- \$100 credit on all SaaS offerings
- 20 percent off invoices of \$25 or more

## Benefit of offering a deal to ITC members:

- Receive additional free promotion
- No out-of-pocket advertising expenses

## Depending on its relevance your offer may be promoted in any, or all, of the following ways:

- Featured in the International Trade Council newsletter
- In the welcome email to new International Trade Council members
- Posted on International Trade Council social network pages
- To International Trade Council newsletter subscribers in a specific target market
- As a featured advertisement on the International Trade Council website
- Featured in International Trade Council staff email signatures (specific to a target market and/or audience for a limited time)
- As a direct email blast to a specific target market (depending on applicability)
- In the International Trade Council member Startup Benefits Booklet

The service is completely free of charge to our members but must consist of genuinely discounted offers.

## REQUEST PROCESS:



Email request to your assigned trade commissioner with full details of your special offer including any graphics, website links and other relevant materials.



Your offer will be analyzed and, if accepted by the ITC, a marketing plan will be drawn up for joint approval.



The ITC will begin marketing your special offer to ITC members.

# EVENT PROMOTION

## Target up to 2.4 Million Contacts

Every event needs promotion and the International Trade Council provides a creative vehicle to market and increase visibility and exposure for your event.

The International Trade Council's high-visibility event promotional opportunities range from:

- Contact / target sourcing / list compilation (typically based on industry, job-title and geographic location)
- Listing the event on the Councils' events page
- Online marketing in the Councils' social media feeds (Twitter, Facebook etc.)
- Email marketing and distribution of event materials
- Promotion of the event in the Councils' newsletter

In return for the above, suitable event organizers are asked to prominently display the International Trade Council logo together with a link to the Council's website. They are also asked to provide a discount code for Council members.

For larger events and/or events which require significant involvement from the International Trade Council a complimentary booth and/or speaking slot may be requested.

### REQUEST PROCESS:



Email request to your assigned trade commissioner with full details of your special event including, discount codes, graphics, website links and other relevant materials.



Your event will be analyzed and, if accepted by the ITC, a marketing plan will be drawn up for joint approval.



The ITC will begin marketing your event to ITC members.



# THOUGHT LEADERSHIP PROMOTION VIA WEBINAR HOSTING

Presenting an International Trade Council-hosted member provides a great opportunity to get in front of your target audience at no cost to you.

## Benefits of Running a Webinar

Webinars are a powerful item in any business arsenal – and running a webinar is a smart business development policy. If you're thinking about best practices for attracting new customers and growing your client base.

**Hosting Webinars Develops Authority and Trust:** Hosting a webinar enables your company to highlight its skills, knowledge, products, and services. The webinar would also benefit from the human element, it allows you to put a real face to your company, which assists in engaging your audience to become emotionally invested in your business.

**Sharing Your Ideas:** The first of many reasons to love webinars is the opportunity to present yourself as a thought-leader by expressing your ideas, values, and facts. This attracts attentions and creates positive awareness and traffic. There is both a direct correlation to something "live", but also the viral impact of people expressing their desire to attend your webinar.

**Relationship Building:** Your audience gets to hear and interact with you, which lets your credibility and connection build faster and deeper than through text, or a pre-built video. It's the next best thing to meeting people in person, with the added bonus of scaling to thousands of people without travel expenses. Webinars also have increased value versus articles as they keep you top of mind as someone who is worth listening to.

**Raise Brand Awareness:** A business is easily promotable via webinars, especially when high quality content is being delivered rather than a direct sales pitch. With minimal overhead to consider, the business promotion afforded by hosting a webinar is also extremely cost-effective. Your business exposure can grow exponentially for little to no financial outlay.

**Audience Creation:** If the other benefits didn't come into play, this fifth benefit of expanding your audience base would make the return on investment of webinars extraordinarily compelling. Best of all, the information and education you offer in your webinar serves to qualify your audience, informing them about your products, services, and skills – and creating the perfect sales lead in the process.

**List Building:** The International Trade Council will provide you with a list of registrants and attendees for later follow-up.

**The Council is always looking for trending topics to provide the most relevant education for your members. We are also willing to take any suggestions if you have an idea for a topic or want to present a webinar. Once submitted, your webinar proposal will be reviewed by the International Trade Council's education team for consideration.**

# SOCIAL MEDIA PROMOTION

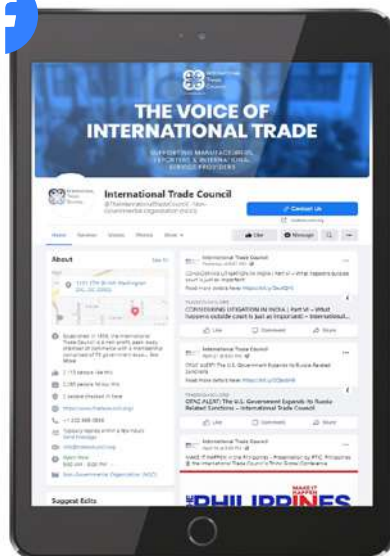
## Drive Traffic to Your Website at No Cost!

We can post links to your important news and/or events on the Council's social media channels at no charge.

The Council's audience is demographically diverse, comprising of members and non-members from a variety of industries and consumer groups across the globe.

The Council's main social media channels are: Twitter, Facebook, and YouTube. We use these outlets to promote our members, promote International Trade Council events, programs, and advocacy; ask for feedback or share news.

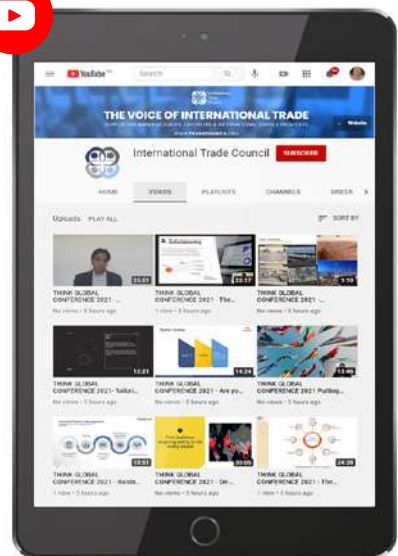
### Our Social Media Platforms:



<https://www.facebook.com/theinternationaltradecouncil>



<https://www.twitter.com/inttrade-council>



<https://www.youtube.com/channel/UC4eT-2SiwqeqmvrCBmdigg>

### REQUEST PROCESS:



Email request to your assigned trade commissioner with the details of your promotion.



Your trade commissioner will evaluate the request for approval or to seek further information.



The scheduled posts will commence upon approval.



# CALLING & APPOINTMENT SETTING

International Trade Council appointment setters can help to boost the efforts and resources of your sales and management team and increases the likelihood that your organization will close deals with the right leads. International Trade Council staff will ensure that the task is handled well and will provide your organization with the certainty of high-quality results.

## What can the Council's appointment setters do?

- Make cold calls
- Locate / generate leads
- Provide general overview/info about the company or business
- Schedule/reschedule appointments
- Make follow-up calls
- Add scheduled/rescheduled calls to your online calendar
- Free up your resources for other important matters
- Handle each and every issue related to scheduling a meeting

## Benefits

- On-demand and scalable
- Multi-lingual: Arabic, Chinese (Mandarin & Cantonese), English, Italian, Portuguese, Spanish, Tagalog (Filipino) etc. Other languages on request.
- Saves time
- Avoid what you dislike
- Easy to manage
- Provides a focused resource
- Expands your sales force
- Cost-effective

## REQUEST PROCESS:



Please use this form to make an enquiry:  
<https://tradecouncil.org/appointment-setting-inquiry/>





# EVENTS



# WEBINARS

Throughout the year the Council conducts a range of free business online workshops and seminars (Webinars) covering a broad range of topics including sales, finance, human resources management, marketing, mediation, legislative issues, trade barriers, intellectual property and more.

The Council also supports the delivery of Webinars from other organizations (e.g. service providers, industry associations, non-profit organizations, legislators etc.)

## Benefits of Attending an International Trade Council Webinar

**Hot and applicable topics:** Spend between 60-90 minutes of your time to gain knowledge the most applicable topics in your field.

**Reputable and experienced presenters:** Webinars are conducted by presenters with world-recognized reputation and long-term experiences in the fields.

**Interactive:** Throughout the presentation there are opportunities to ask questions and submit feedback.

**Time effective:** The average webinar takes between 60-90 minutes. There is no cost of travelling and taking days off work, and participants still receive the same learning outcomes as a regular workshop.

**Cost effective:** Webinars are free to Council members. In addition, there is no need to spend on airfares, hotels, car rentals or entertainment.

**Convenient:** You can attend a Webinar in your office or at home at your own convenience.

**Easy to use:** All you need to have is a computer with high-speed Internet connection and a computer headset with a high-quality microphone. All you need to do is to click on the link in the invitation email and start joining the workshop.

**Additional credentials for your portfolio:** Participants receive a certificate of attendance upon request.

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Notifications of upcoming Webinars are sent via email to all members of the International Trade Council.



# VIRTUAL TRADE MISSIONS

Every year the International Trade Council conducts between 3 to 5 trade missions to destinations worldwide. These events provide an opportunity for businesses looking to invest in, or sell to, overseas markets and are primarily focused on businesses that have limited time and few or no connections within the target market. The ability to harness the expertise of the International Trade Council's expansive network and foreign industry knowledge helps these organizations to quickly jumpstart successful entry into these new markets.

Our trade missions provide businesses with significant advantages if they are exploring the opportunity to expand their operations overseas or wishing to trade (exporting or importing) with countries they haven't done so previously. These events open doors and fast track companies to engage in dialogue with the right companies and just as importantly the right individuals on one trip.



Notifications of upcoming Trade Missions are sent via email to all members of the International Trade Council.



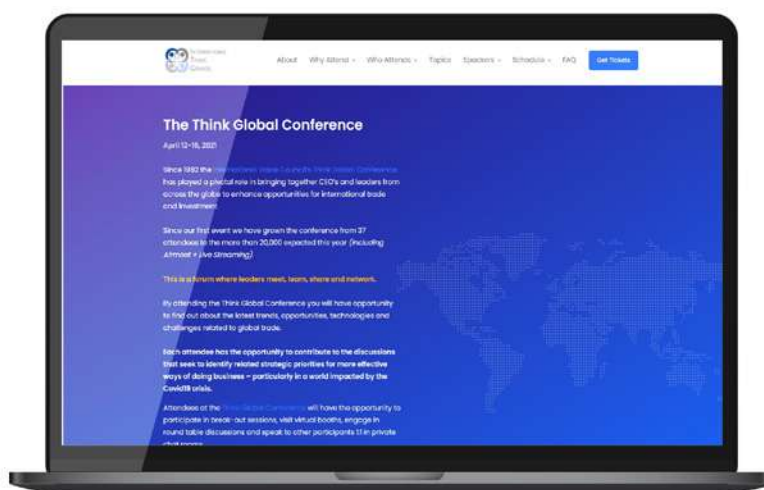
# THE THINK GLOBAL CONFERENCE

The Think Global Conference is an annual meeting for CEOs, C-Suite executives and senior business leaders from FORTUNE 5000 companies, top and emerging entrepreneurs and important investors.

For those experienced in international trade there are workshops on foreign direct investment, trade finance, trade compliance, supply chain management and regulatory management.

For those who are new to exporting there are sessions to help them get export ready including how to find the right product fit, price appropriately, evaluate new markets, overcome technical and financial challenges, and beat their competitors!

Participants collectively work to solve the challenges faced by those involved in international trade.



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Members of the International Trade Council can access discounted rates for sponsorship and attendance.



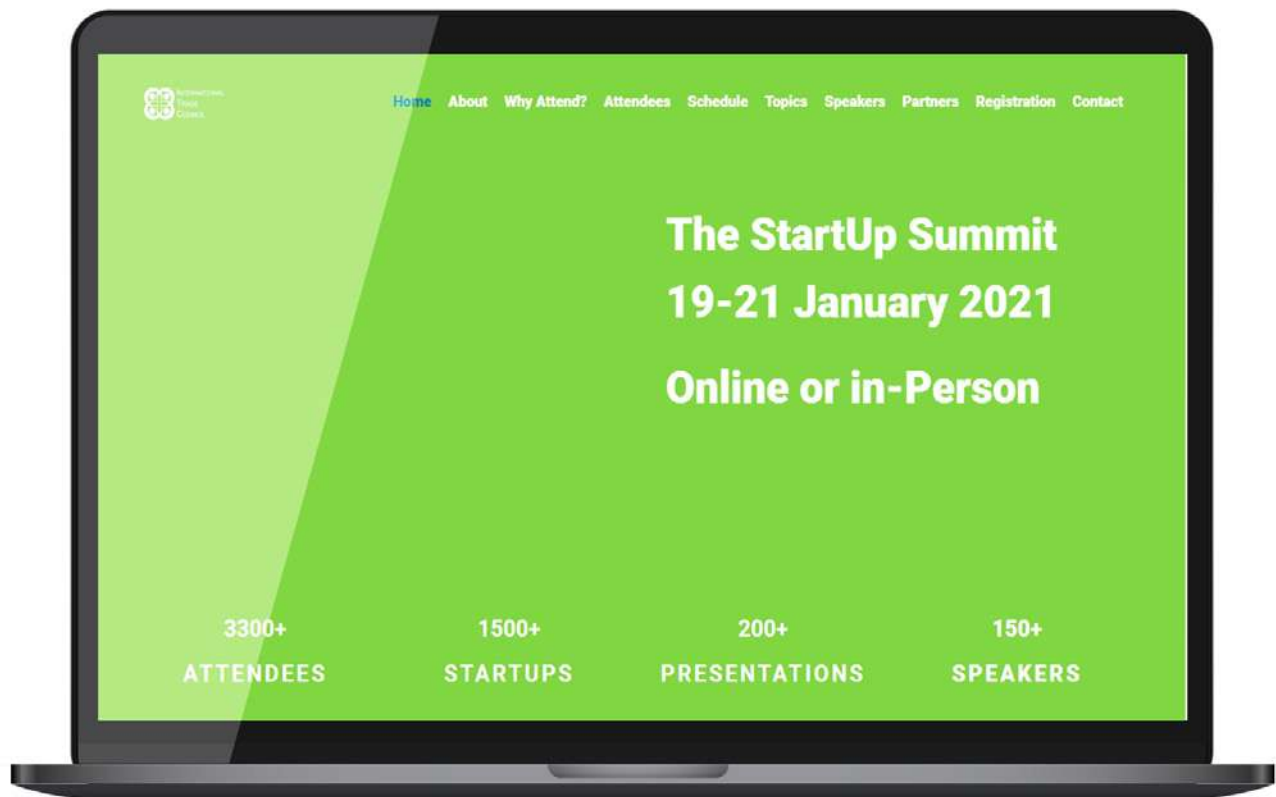
# THE STARTUP SUMMIT

The Startup Summit gathers successful founders, entrepreneurs, marketing directors, investors, incubators and government trade agencies who take the stage to share their stories in fireside chats and keynotes.

One event stream is purely dedicated to pitching. The others are filled with experts sharing their stories and sparking a dialogue on the future.

The Startup Summit is a great opportunity to influence the hearts and minds of young entrepreneurs, aspiring start-up founders, and investors from across the globe.

The pace of the program is fast. Keynote presentations, panel discussions and fireside chats are usually 20-25 minutes long.



Members of the International Trade Council can access discounted rates for sponsorship and attendance.



# THE GO GLOBAL AWARDS

The International Trade Council's Go Global Awards celebrate the companies that are driving the economy forward through their innovations, technologies, and strategies.

The Awards bring together hundreds of senior executives from some of the world's most innovative manufacturers, re-manufacturers and exporters, along with representatives from government bodies, trade associations, venture capital firms and financial institutions.

While the Go Global Awards offer the opportunity to be recognized and honored by their peers it also goes beyond winning trophies and citations. The program aims to build a community of manufacturers, exporters, and related service providers to support one another, share ideas, create partnerships, and build on their existing knowledge and connections.

Winners gain access to unique international platforms through the extensive International Trade Council's network of more than 176 countries and over 418 professional organizations worldwide.

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Members of the International Trade Council can access discounted rates for sponsorship and attendance.





# **NEW MARKET ENTRY SERVICES**

# MARKET ENTRY CONSULTANCY

The International Trade Councils' market entry consulting services help companies and organizations enter new markets in several different ways.

For companies that have ambitions beyond their local market, the International Trade Council offers a diverse range of market entry services, including everything from market surveys through to aiding setting up complete business, retail, and industrial operations.

There are certainly international customers out there somewhere waiting for your products, technologies, and services – so why not reach out to some new international markets today with the International Trade Councils' Market Entry Consulting Services?

## Market Entry Consulting Services Include:

- Quick Insights into Different International Markets
- Market Lead/Contact Generation
- Market Polls and Surveys
- Market Feasibility Studies
- Introductions to Government Trade and Investment Agencies
- Trade Mission Design and Delivery
- Guides to Some of the "Free" Government Resources Available  
– and the Advantages and Disadvantages of Each, Based on Your Unique Situation
- Assessment of Foreign Market Entry Modes
- Cross-Cultural Considerations
- Advice on Potential Technical Barriers to Trade
- Translation and Localization
- Strategic Analysis & Market Research
- Entry Strategy Development
- Comparative Risk Assessment
- Market & Business Plan Development
- Growth Strategies
- Business Incubation

**International Trade Council Market Entry Consultants can also help you answer important market entry questions such as:**

- "Which overseas markets currently show the most promise and potential for my business?"
- "How can I estimate the costs of entering a new market?"
- "Does my company really have to be of a certain size before I can sell my products and services abroad?"
- "What is the best way to enter a foreign market given my current budget? Which market entry strategies are available to me?"
- "What are the most common mistakes to avoid?"

- "What is the best way for small companies take on large competitors in new markets? How can my company apply these strategies?"
- "What is the most cost-effective way for me to access a new foreign marketplace?"
- "Where are my customers?"
- "How can I make useful commercial contacts in a new market?"
- "Is it more cost effective to focus on a single country in depth, or is it more cost effective to look more generally at a whole region at once?"
- "How can I protect my trademarks and other intellectual property when I start selling overseas?"
- "Which of my competitors are currently selling in these markets? Which market entry strategies did they use? How can I benefit from their experience and learn from their mistakes?"
- "Which market entry strategy is right for my business?"
- "Is there an easy way to estimate the success of entering a new international market before making a large investment?"

Many of our services are provided either free-of-charge or at a heavily subsidized rate for our members.

## REQUEST PROCESS:



Contact your assigned trade  
commissioner for assistance.





# USA BUSINESS INCUBATION

The International Trade Council offers a business incubator program designed to help foreign startup businesses grow and succeed in the US market by providing low-cost new market opening services, free mentoring, free expertise, free trade leads and access to investors. You'll also have the chance to be connected to other entrepreneurs, often with a similar focus as yours.

The International Trade Councils' Business Incubator Program helps startups to accelerate their business setup in the initial phase, before providing guidance on how to create partnerships with other companies and how to reach investors.

## What Participants Receive:

- **Subsidized Business Formation.** Assistance with complete setup in the USA, including business structure advisory, office location assistance and telecommunications infrastructure.
- **Mentoring.** Work with the best and brightest mentors from across the globe.
- **CEO Roundtables.** Solve problems with other entrepreneurs who are working in the trenches.
- **Community Forums.** Our group of founders are there for you when you need help. They can offer advice based on experience and help you along your entrepreneurial journey.
- **Introductions.** We can provide introductions to our global network of carefully curated businesses.
- **Access to Investors.** We know what excites investors and what they want. We can help evaluate your investor pitches and provide you with investor contacts when the time is right.



REQUEST  
PROCESS:



Contact your assigned trade  
commissioner for assistance.



# **QUALITY IN BUSINESS CERTIFICATION**

# ABOUT CERTIFICATION

The Quality in Business Certification is an independent (voluntary) certification managed by the International Trade Council. This certification is not designed to replace ISO 9000-series standards; but to act as a complimentary standard for organizations who wish to participate in measurable quality certification at a low or zero cost.

Organizations who voluntarily seek certification are often perceived in a better light than those who have a type of certification forced upon them. By voluntarily seeking certification a participating organization is telling their customers and suppliers that they truly care about quality.

The Quality in Business Certification is centrally audited by rotating auditors and organizations are graded across multiple areas of their business and they're offered suggestions for improvement. Annual renewals provide an opportunity to improve their grading and this, in turn, gives the participating organizations a sense of achievement – and something to tell their customers and suppliers.

## As global 'best business practices' evolve so does the Quality in Business Standard

The Quality in Business Certification focuses on tangible 'best business practices' and has tangible requirements before an organization can be certified (i.e. Various ISO standards would still register organizations who were not adhering to even basic environmentally responsible standards, who didn't have humane employee policies in place etc. – things which the average consumer may deem to be inappropriate).

Organizations participating in Quality in Business Certification receive a tangible score-card, showing what they need to do to improve and suggestions on what tools may be beneficial to their organization – at no cost.



Quality certified members are listed in the International Trade Council's Quality in Business Directory located at <https://www.qualitydirectory.org>

# AREAS OF ASSESSMENT

The 16 assessment areas serve as to clearly describe the operational standards met in various areas of any participating organization.

## **Areas Assessed:**

- Accounting and Finance
- Business Continuity Management
- Conservation and Energy Efficiency
- Corporate Social Responsibility
- Customer Service
- Document Management, Security and Control
- Facilities Management
- Health and Safety
- Human Resource Management
- Information Technology / Cyber Security
- Innovation
- Physical Security
- Product / Service Offerings
- Quality Policy and Procedures
- Recycling and Waste Reduction
- Risk Management

## **Certified organizations must also adhere to 8 basic principles as follows:**

- Appropriate product and/or service design and delivery
- Fair and respectful treatment of clients, staff ethics, and non-discrimination
- Transparency
- Innovation
- Quality control
- Corporate social responsibility
- Privacy of employee, client and third-party data
- Security





# **ALTERNATIVE DISPUTE RESOLUTION**

# LOW COST GLOBAL ARBITRATION & MEDIATION

## Benefits to the ITC's Dispute Resolution System

Legal problems don't have to be long, arduous legal battles. The International Trade Council's Alternative Dispute Resolution system provides methods to resolve issues outside of court proceedings that still result in legally binding agreements.

### Alternative Resolution Systems that the Council Can Provide Are:

- Arbitration
- Mediation

### Why use the Council's Alternative Dispute Resolution System?

- Lower cost
- Quick and efficient – mediation or arbitration takes as little as two weeks to schedule
- Clear directives for decision-making
- Emphasis on conciliation between parties
- Resolves quarrels without resorting to court litigation
- Assists to build successful relations
- Services are private, confidential and without prejudgment
- Your lawyer can still advise you
- Helps parties reach their own solutions
- The process is solution driven and allows for creativity
- Leads to co-operation & win-win settlements

The International Trade Council offers a wide-ranging, specialist panel of accredited mediators who can assist with the resolution of your dispute. Mediators can be selected by areas of speciality and geographical location.

### International Trade Council Approved Mediators:

- Undertake rigorous and internationally recognized mediation skills training.
- Work globally on the resolution of disputes across a diverse range of industries.
- Conduct mediations in more than a dozen Languages.
- Are continually monitored through a program of client feedback and peer review to ensure the highest levels of quality and client satisfaction.

## Appointing One of Our Approved Mediators

Once the parties have agreed to mediate, either party may contact us with brief details of the dispute and we will provide the CVs of three mediators from the appropriate panel, one of whom can then be agreed upon by the parties. Alternatively, the parties can themselves select one of our panel mediators and notify us of their choice.

The International Trade Council's Alternative Dispute Resolution System is available to our members at a substantially lower cost when compared to typical legal proceedings.

# ARBITRATION

Arbitration serves as an alternative form of problem resolution outside of the courtroom to retrieve a decision that legally binds the parties. Using the arbitration process, both parties choose an outside expert to act as a judge. The arbitrator is a qualified professional with legal and technical background on the matter at hand. This method is often used for large commercial dispute, building and construction contracts, or employment matters.

The arbitrator usually hears evidence at an office hearing, rather than a courtroom. The process is conducted in accordance to any prior agreements that are applicable to state or federal arbitration rules. The arbitrator has authority to decide the extent to which rules of evidence will apply, unless parties have previously agreed otherwise.

Like with mediation, the arbitration process is confidential unless necessary for the winning party to file the arbitration with an appropriate court to achieve enforcement. Once it is filed with the court, it is enforceable as any other court judgement would be.

## There are three main components of an arbitration process:

### Prehearing Briefs

At this point, administration and union representatives have the chance to present their views and describe their evidence to the arbitrator. The briefs are used to assist the arbitrator and the two parties to focus on the issue at hand.

### Arbitration Hearing

This hearing is when both parties can present their case and evidence. During this hearing, it is very common to call witnesses who have observed particular events. Important evidence that may be presented by the employee or management could help prove past practices. Some examples of evidence that could be used are timecards, performance appraisals, customer or co-worker complaints, and warnings. It is possible that closing statements could take place at this hearing. This hearing is an opportunity for both parties to summarize key aspects.

### Arbitrator's Decision

It is common for labor contracts to require that a decision be made within a certain time period. However, if no clause is in the contract, the arbitrator can make the decision within 30 minutes of the close of the hearing, or they could take a few months.

### When making a decision, an arbitrator will discuss:

- the issue presented
- the statement of facts
- the positions of the parties
- the analysis or discussion
- the award.

The International Trade Council's Alternative Dispute Resolution System is available to our members at a substantially lower cost when compared to typical legal proceedings.



# MEDIATION

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- Are continually monitored through a program of client feedback and peer review to ensure the highest levels of quality and client satisfaction

## Appointing one of our approved mediators

Once the parties have agreed to mediate, either party may contact us with brief details of the dispute and we will provide the CVs of three mediators from the appropriate panel, one of whom can then be agreed upon by the parties. Alternatively, the parties can themselves select one of our panel mediators and notify us of their choice.

The International Trade Council's Alternative Dispute Resolution System is available to our members at a substantially lower cost when compared to typical legal proceedings.







# **OTHER BUSINESS SUPPORT SERVICES**

## ADVICE LINE

The International Trade Council's business support helpline service offers advice, inspiration and practical help to all members regardless of size or location. The helpline provides a quick response service to people with business and trade questions of all types. It also provides a more in-depth service for those with more complex enquiries.

The service is completely free of charge to our members (although we do reserve the right to restrict calls to the scheme by any member whose usage we judge to be disproportionate).

## CORPORATE INVESTIGATIONS

The International Trade Council delivers worldwide corporate investigation services that supply the intelligence and insight needed to reduce the risk or impact linked with doing business. Our employees, partners and member organizations provide complete and discreet assistance in a timely manner. This allows clients to discover, document, and remedy some of their most vital issues. These services are tailored to meet the precise needs of each specific customer.

## COUNTERFEIT

Counterfeit and "copy-cat brand" products continue to pose a real hazard to international brands functioning in emerging market regions where law enforcement and a culture of respect for Intellectual Property is still frail.

This is particularly so in Asia, which regrettably remains a major exporting region for copied products world-wide.

The International Trade Council conducts anti-counterfeiting ventures, to identify and expose sellers.

### **The Council can also help members tackle the following issues:**

- Sale of counterfeit or infringing products over the Internet
- Recognize individuals behind web stores and eBay/online auction accounts
- Trade of imitation or infringing products in markets and retail stores
- Identify distributor systems and factory locations
- Confirm authenticity and source inventory via discrete acquisitions of products
- Sanction in the forum of civil seizures and/or criminal seizures
- Utilize computer forensics to calculate damages and recognize suppliers and resellers

The Council has commenced anti-counterfeiting on behalf of clients, in various industries, that have issues with counterfeiters or infringers. These include footwear, FMCG, sportswear, pharmaceuticals, apparel, confectionery, tobacco, household goods, electrical goods, alcohol and spirits, perfumes/cosmetics, automotive products, music, watches, luxury goods, computer software and toys.

# GOVERNMENT RELATIONS

The role of the International Trade Council in government relations team is to build relationships between business organizations and the government with the aim to create positive interactions between the two, typically in the area of foreign direct investment.

## **International Trade Council Government Relations activities involve:**

- Developing strategies for foreign direct investment
- Introducing businesses to government trade and investment agency contacts
- Assisting with building water-tight cases for government submission
- Mapping all stakeholders who influence government decisions that affect the business
- Researching policy and position papers
- Technical advice and assistance
- Preparing businesses for governmental appearances
- Referrals to lobbying groups
- Monitoring issues

# INTERNAL & EXTERNAL FRAUD

## **The International Trade Council can help organizations resolve multifaceted fraud problems with the following fraud consulting services:**

- Assessment of fraud/organizational staffing models
- Forensic accounting and financial investigations
- Establishing staff fraud reporting hotlines
- Evaluation of fraud detection and analysis tools
- Reviewing and improving fraud controls, and creating new ones when needed.
- Fraud prevention/detection/communication strategies
- Fraud internal controls & fraud risk assessments: prevention, mitigation, detection
- Identification of revenue loss and data theft zones
- Revising policies, processes and procedures: mitigate civil litigation, regulatory application, and criminal actions
- Protecting against internal and external brand injury, customer discontentment and poor publicity
- Providing front line personnel with anti-fraud training: increase awareness and effectiveness of fraud risk management strategies
- Conducting “gap analysis” reports in anti-fraud policies, processes, programs and controls: developing customizable fraud risk mitigation solutions and effective implementation strategies
- Fraud compliance, regulatory strategies and fraud audit development/review
- Reviewing and evaluating anti-fraud response plan and implementing actionable risk mitigation steps to reduce fraud losses
- Implementing “lessons learned” program to avoid re-victimization and additional losses
- Evaluating anti-fraud metrics, providing revised procedures and data capture endorsements where necessary to escalate fraud performance and ROI
- Creating law enforcement liaison programs and improved exploratory methodologies to build unit and company anti-fraud ROI and enhanced processes where deficiencies have been identified.
- Reviewing and evaluating anti-fraud response plan and implementing actionable risk mitigation steps to reduce fraud losses

## IT FORENSICS

With its global partners, the International Trade Council is able to provide extensive expertise in all areas of cyber security, technology, high-tech digital investigations and litigation support. Our global network of experts can provide immediate cyber security incident response and expert analysis to any crisis or situation facing corporations today. From internal or external theft of proprietary corporate information, to pro-actively conducting internal audits of network systems or controls, the International Trade Council leverages decades of experience in law enforcement and forensics to add critical value when solving your corporate computer investigation needs.

## LEGAL ADVICE

The International Trade Council provides a legal services line that gives member organizations access to a team of lawyers and other legal experts with experience spanning 179 countries.

The Council's approved legal advisors can provide confidential legal advice and guidance on any commercial legal problem including : company formation, business contracts, intellectual property management, contract disputes, human resources, taxation, regulations, standards, customs, anti-dumping issues, trademarks, technical barriers to trade and more.

## MENTOR / MENTEE MATCHMAKING

The International Trade Council's Business Mentoring Service provides free mentor and mentee matching for member organizations.

The Council uses experienced mentors who understand the challenges businesses face. These mentors have a range of skills and expertise across a variety of industries.

The International Trade Council's Business Mentoring Service also provides an opportunity for seasoned business-people to volunteer and share their skills and knowledge with a new generation of entrepreneurs and startup founders.

## PROCUREMENT ASSISTANCE

International Trade Council supply chain and procurement experts are able to design bespoke supply chain solutions to meet your company's specific needs.

The International Trade Council consulting team can professionally manage your supply chain solutions wherever you are in the world. We can focus on continuous optimization by using the International Trade Council's standard operating procedures which are measured on the same performance indicators across all countries and activities. For you, this means that the right changes are implemented at all levels.

# QUALITY INSPECTION

## Product Inspections

By carrying out in-process and pre-shipment examinations we identify issues at the factory with the goals of shipping less faults while reducing counteractive action time and eradicating the sources.

**First-Article Inspections:** The International Trade Council can support with positioning inspections of first-article examples prior to mass production. This certifies that product conditions are being met and avoids needless re-engineering.

**In-Process Inspections:** By examining samples of your products picked while in the manufacturing process, these on-site inspections confirm the quality of your products, while giving you the time to make any needed changes. This saves your business on reworking time and costs.

**Pre-Shipment Inspections:** Our engineers ensure that completed goods conform to your specifications during pre-shipment inspections.

**Sample Collection Service:** If inspections are not the service you need, the International Trade Council can help with lab testing or customer approval submissions. With the Council's Sample Collection Service, we visit the factories, randomly selecting samples for you and transport them to any destination that you provide. Since this process requires no inspection, this is a very quick and affordable service.

## Factory Audits

To guarantee that your facilities can provide high-quality goods, operate proficiently, and support constant improvement. Pro QC offers process surveys and supplier audits.

**Supplier Capability and Qualification:** Our engineers analyze your prospective or new suppliers on-site and give detailed reports on the quality systems, general operations, credentials and competencies of the supplier as a sustainable source.

**Supplier Process Control and Quality System:** The International Trade Council's supplier assessments evaluate all manufacturing method control systems for new or existing suppliers. Every report covers multiple areas, including quality control methods, evaluating management, non-conforming materials, inspection/test equipment, and corrective action.

**Ethical Manufacturing Audits:** These evaluations focus on the following areas: Health and safety, discrimination, disciplinary practices, working hours, compensation, management practices, forced labor, freedom of association and child labour laws.

**Sustainability:** Industry standards in this space are in their early stages and evolving speedily. The International Trade Council's team of auditors and supplier development professionals are ready to outline your audits for conformance to the standards developing from your clients in both retail and industry.

# SECURITY PROCEDURES

International Trade Council approved suppliers are able to provide your business with security policy and procedure development, threat assessment, protective strategies and personalized security solutions.

Certified security professionals will support you in protecting your assets, securing your locations, and developing your security policies and programs so that you can prevent the unwelcome intrusion of criminal acts. Security expert witnesses are also available to provide impartial analysis for case qualification, strategy development, and qualified testimony, assisting you to be victorious in your security-related litigation.

# TECHNICAL BARRIERS TO TRADE

The International Trade Council can help you stay abreast of the latest developments on relevant Technical Barriers to Trade.

- Technical barriers to trade that we can help you identify fall into several categories:
- Product identity requirements
- Product regulations including labelling, marking and packaging requirements
- Tolerance limits for residues and restricted use of substances
- Production or post-production requirements
- Product-quality or product-performance requirements
- Voluntary product standards
- Sanitary and phytosanitary (SPS) measures and standards
- Prohibitions/restrictions of imports of certain products
- Conformity assessment procedures (i.e. any procedure used to determine that the relevant requirements of technical regulations or standards are fulfilled. For example: procedures for sampling, testing, inspection, evaluation, verification and assurance of conformity, registration, accreditation and approval)

If you are planning to export your goods and services, it pays to keep yourself informed about the Technical Barriers of Trade of that country that apply to you and make plans to overcome them.

# CONTACTING THE COUNCIL

Have questions about your membership, benefits, or something else relating to the International Trade Council? We are here to help.

Our business hours are Monday–Friday, 6:00 am to 6:00 pm, Eastern Standard Time. We are closed on major public holidays.

## How to Reach Us

### Online

Email us at  
[memberservices@tradecouncil.org](mailto:memberservices@tradecouncil.org)  
Visit us online at  
[www.tradecouncil.org](http://www.tradecouncil.org)

### By Mail

The International Trade Council  
712 H Street NE  
Box 1110  
Washington DC 20002  
United States of America

### By Phone & Fax

**Phone:** +1 202 869 0988  
**Fax:** +1 202 869 1121

You can also visit our website to fill in an online inquiry form or chat with representatives.

## Changes in Your Details

Please inform us if you have changes in employee contacts, office address, phone/fax number, website address, or email address(es). There are several ways you can inform us of these changes: online (using the member portal or enquiry form), via email, via phone or postal mail.

## Membership Renewal

The International Trade Council will send you renewal notices before your membership expires. Renewing prior to your membership expiration ensures that everything will continue uninterrupted. For your convenience, you can renew your membership online.

## Our Websites

[www.tradecouncil.org](http://www.tradecouncil.org)  
[www.tradecouncil.org.in](http://www.tradecouncil.org.in)  
[www.tradecouncil.ca](http://www.tradecouncil.ca)  
[www.tradecouncil.sg](http://www.tradecouncil.sg)  
[www.thetradecouncil.org](http://www.thetradecouncil.org)  
[www.thetradecouncil.com](http://www.thetradecouncil.com)  
[www.internationaltradedirectory.org](http://www.internationaltradedirectory.org)

[www.qualitydirectory.org](http://www.qualitydirectory.org)  
[www.qibcertification.org](http://www.qibcertification.org)  
[www.thestartupsummit.org](http://www.thestartupsummit.org)  
[www.thinkglobalconference.org](http://www.thinkglobalconference.org)  
[www.formationsadvice.com](http://www.formationsadvice.com)  
[www.goglobalawards.org](http://www.goglobalawards.org)  
[www.tradecouncilportal.org](http://www.tradecouncilportal.org)

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Websites for various trade missions may also be owned by the International Trade Council